

**INFLUENCE OF FOREIGN TELEVISION
PROGRAMMES IN SHAPING TEENAGERS
DRESSING HABITS IN ILORIN WEST LGA**

BY

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CERTIFICATION

This is to certify that this project has been read and approved as meeting part of the requirements for the award of Higher National Diploma in the Department of Mass Communication, Institute of Information, Communication Technology (IICT), Ilorin West Polytechnic, Ilorin.

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DEDICATION

I dedicate this project to Almighty God over my life throughout my HND program. I also dedicate my appreciation to my brother, your financial support has been a great foundation to my academic success.

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To whom much is given, much is expected. All appreciation belongs to the creator of the universe, who has strengthened me to the fulfillment of his purpose in my life, I return all honor unto God.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Television programmes are collections of connected productions meant for broadcast over the air, via cable, or online, excluding advertisements, trailers, and other segments of content that are not created by broadcasters. Television shows may be domestic or international. Foreign television programmes are those that are shown to reflect or focus on foreign lifestyles and perspectives to life, as opposed to local television programmes, which are locally produced television material that reflect Nigerian and African culture and way of life. It is important to note that contemporary Nigerian Television stations air both indigenous and foreign programmes in their bid to realize their goals. Sadly, according to Edoh & Ijeh (2022), the quest for indigenous cultural television programs has started fading into the abyss with a plethora of foreign television programmes gracing the screens of African homes. Indigenous cultural television programmes have begun to fade into obscurity. Foreign programmes, such as drama, sports, musicals, and news are broadcast simultaneously from one country to another around the world, particularly to the technologically less developed countries (Ijeh 2022). Foreign television programmes, in general, reflect the cultural practices of the originating country as it appeals to global audience in various parts of the world.

Foreign television has taken a centre stage in the daily activities of teenage students in the 21st Century with the emergence of satellite providers like DSTV/GOTV, STARTIMES and many others that provide access to foreign

television channels on cable. These cable television channels appear interesting to the teenage students in Nigeria. Some popular ones among them are *Telemundo*, *Zee Bolly Movies*, and *Televista*, *Supersports*, CNN, Faith, BBC, etc. The attraction of these foreign cable television channels were most of these foreign programme are aired cannot be over emphasized. Suffice to say that this is the reason why cable television has a greater amount of audience in Nigeria than the local television stations today (Ijeh 2022).

Television is one of the variables that nowadays affect the way students dress, talk, walk, and even influence the type of music or food they like (Eke & Onuoha 2021). In terms of fashion, television has influenced students, causing them to believe in a certain manner of dressing. The type of cloth worn by characters promotes the perceptive Ibrahim, Boyi & Al-Sadique (2020). Students are susceptible to being influenced by the presenters of the program, in addition to the characters on television. As a result, young people absorb the contents of the film without hesitation. According to John, Ibrahim, Boyi & Al-Sadique (2020), television influence people thinking, shapes their attitudes and ideas as well as opinion towards particular behaviour. This potency of the media often qualifies it as principal agent of socialization. Television has often been regarded as a reliable source of information. It was revealed that youths are heavily exposed to television and the majority of violent, absurd, sensual, and annoying behaviors displayed by teenage students, including the youth dressing pattern, are said to have been copied from television (Ukaegbu, Berezi & Kuro-Berezi 2023).

He further noted that indecent appearance has come to characterize the dress pattern of many students on Nigerian campuses of higher learning. The media has in recent times emerged into large-scale providers of unrestricted communication,

to the point where local culture now exists within a much larger mediated world; as the force of global communication fueled by mass media is rapidly eroding tradition and cultures (Ukaegbu, Berezi & Kuro-Berezi 2023). On this note, John, Akarika and Kuro-Berezi (2023) have posed some important questions, including: Do audience base their fashion on what they see celebrities wearing in foreign television programme? Do they try to imitate the haircuts of celebrities; have they ever attempted walk like television characters or actors? If any of these questions is answered in the affirmative, it is appropriate to conclude that the media (television) has a significant influence on people's lives. Several arguments have been raised on the fact that the media do have effect on its audience and this can easily be tied to the theory of cultivation (Abdullahi 2022; Vasan, 2021).

Nigerian mode of dressing before civilization was unique and attractive, presenting responsible cloths for women such as buba, kaba, iro, gele, and iborun or ipele, and Nigeria clothing for men such as buba, fila, sokoto, abeti-aja, and agbada, all of which displayed Nigeria's culture, but today's youth, particularly teenages student prefer and value foreign dressing patterns. Fareo and Kuro-Berezi (2020) have argued that the reign of skimpy dresses on campus has turned many campuses to fashion runways. Base on the aforementioned, this study examined influence of foreign television programmes on the dressing of teenage in Ilorin West owned universities.

1.2 Statement of the Problem

The discussion of the relationships between television contents and dress codes and other cultural elements among students is not new. In a study on the influence of television programmes on the dressing pattern of student in Nigeria, Apuke (2016) reports that it has become a norm to see youths particularly students in the

contemporary Nigerian society dressed naked, indecently and immorally. Apuke and Dogari (2018) however attribute this negative trend to the influence of unrestricted exposure to television programmes particularly foreign Television programmes. Berezi, (2021) captured this when he laments that female students now wear shorts skirts way above their knees and transparent clothing in the name of fashion copied from stars and celebrities portrayed in foreign media, while male students dress erratically in tattered jeans, tight shirts, and shorts exposing their private parts. Similarly, Ukaegbu, Berezi & Kuro-Berezi, (2022) states that the effect of foreign television programmes on Nigerian youths may be manifested in their attitudes and behaviour – varying from mode of dressing to choice of food or habits and sexual orientation. Supportively, Ukaegbu (2022). has also observed that; foreign culture, which perhaps is the prevailing culture of violence and indecent dressing, has penetrated every aspect of people's lives including Nigerian teenagers and will be difficult to extricate, principally for the fact that television which is a universal acceptable medium of communication is the major channel or means of such penetration.

The above studies and many others provide significant insights into the influence of foreign television programme on the cultural values of the youths in the area of dressing. However, little or nothing may have been said about how foreign television programme affect the dressing of teenage in Ilorin West. The questions one may asked here is that, what is the level of exposure of teenage students to foreign television programmes in Ilorin West? “ consumption of foreign television programme in Ilorin West? What is the item of attraction to dressing portrayed in foreign television programmes among teenage students Ilorin West? What is the students’ perception of dressing in foreign television programmes among secondary schools students in Ilorin West? To what extent do foreign

television programmes influence the dressing pattern of secondary schools students in Ilorin West? It on this premise that this study examined influence of foreign television programmes on the dressing of teenage youths in Ilorin West.

1.3 Objectives of the Study

The main objectives of the study is to examine the influence of foreign television programme in shaping teenagers dressing habits in Ilorin while specific objectives includes to:

1. Examine the level of exposure of Teenagers to foreign television programmes in Ilorin West.
2. Analyze the level of Teenage students consumption of foreign television programme in Ilorin West.
3. Know the items of attraction to dressing portrayed in foreign television programmes among Teenage students in Ilorin West.
4. Identify perception of dressing in foreign television programmes among teenage students in Ilorin West.
5. Examine the extent to which foreign television programmes influence the dressing pattern of Teenage students in Ilorin West.

1.4 Research Questions

1. What is the level of exposure of Teenage students to foreign television programmes in Ilorin West?
2. What is the level of Teenage students' consumption of foreign television programme in Ilorin West?
3. What are the items of attraction to dressing portrayed in foreign television programmes among Teenage students Ilorin West?

- 4 What is the students “ perception of dressing in foreign television programmes among Teenage students in Ilorin West?
- 5 To what extent do foreign television programmes influence the dressing pattern of Teenage students in Ilorin West?

1.5 Scope of the Study

This study is intended to examine the influence of foreign television programme in shaping teenagers dressing habits in Ilorin.

1.6 Significance of the Study

The critical nature of credible news is given, this is because it ensures development. The study will contribute to the understanding of mass media particularly how artificial intelligence affect reportage of news and other events in the Nigerian society. Empirically, this study is carried out to examine the influence of foreign television programme in shaping teenagers dressing habits in Ilorin. This study will be of utmost importance to investors, government and the researchers because it will provide policy recommendations to the various Nigeria stakeholders taking adequate measures in the broadcasting industry for rapid capacity investment. It will contribute to existing literature on the subject matter. This study will be of benefit to;

The academia : members of the academia will find the study relevant as it will also form basis for further research and a reference tool for academic works.

Government: this study will reveal to the government happenings in the media industry. Formulation and implementation of policies based on this findings would ensure development in the area.

Investors: this study shall also be valuable to the investors especially those who may have research interest as it shall guide their private investment decisions.

1.7 Definition of Key Terms

- Foreign: located outside a place or country and especially outside one's own country. foreign nations
- Television: a system for converting visual images (with sound) into electrical signals, transmitting them by radio or other means, and displaying them electronically on a screen.
- Programme: a set of related measures or activities with a particular long-term aim.
- Exposure: the revelation of something secret, especially something embarrassing or damaging.
- Attraction: the action or power of evoking interest in or liking for someone or something.

CHAPTER TWO

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 CONCEPTUAL REVIEW

A **conceptual review** aims to explore and define key concepts that are central to understanding the influence of foreign television programs on shaping teenagers' dressing habits, particularly in the context of Ilorin. This review will focus on essential concepts such as foreign television programs, teenagers, dressing habits, and the influence of media on youth fashion. These concepts will help to establish a clear framework for analyzing how foreign media shapes dressing behaviors and cultural adaptation.

1. Foreign Television Programs

Foreign television programs refer to television content produced outside of a local context and typically originate from countries with a significant global media presence, such as the United States, the United Kingdom, and other Western countries. These programs include TV shows, films, reality television, documentaries, and online series, which can be accessed through cable TV, satellite television, streaming platforms (like Netflix, YouTube, etc.), and digital services.

- **Globalization of Media:** The widespread availability of foreign television programs through modern technology has led to a globalized media environment where viewers, including teenagers in Ilorin, are exposed to different cultures, languages, lifestyles, and fashion trends. These programs often portray Westernized lifestyles that include

specific ways of dressing, which are easily adopted by youth seeking to emulate the lifestyles of their favorite TV characters or celebrities.

- **Entertainment and Information:** Foreign television programs also serve as sources of entertainment and information, with some programs directly showcasing fashion trends, while others feature characters whose clothing choices become iconic or trendy.

2. Teenagers

Teenagers are individuals typically aged between 13 and 19, undergoing a developmental stage known as adolescence. This period is marked by significant physical, emotional, cognitive, and social changes as individuals transition from childhood to adulthood. Teenagers are often highly impressionable and seek to define their identities, which makes them particularly susceptible to external influences, including media.

- **Identity Formation:** During adolescence, teenagers explore different aspects of their identities, including their self-concept, peer group affiliations, and social roles. Clothing is a major way through which they express themselves and seek to align with specific groups or ideals. Foreign television programs provide a broad range of fashion styles and character archetypes that influence how teenagers perceive and construct their identities.
- **Peer Influence:** Teenagers also face strong peer pressures that drive them to adopt specific behaviors and fashion trends. As they spend a lot of time interacting with media and peers, the media they consume, including foreign TV shows, often shape their clothing choices in an effort to fit in with popular trends or to gain social approval.

3. Dressing Habits

Dressing habits refer to the ways in which individuals select and wear clothing, reflecting their cultural norms, personal style, economic status, and social identity. In the case of teenagers, dressing habits are often influenced by factors like peer pressure, family expectations, media exposure, and social trends.

- **Fashion as Self-Expression:** Clothing choices are an important form of self-expression for teenagers. Fashion allows them to communicate their personal values, interests, and social status. The influence of foreign television programs introduces new styles, colors, and types of clothing that teenagers may want to adopt to express themselves or to feel part of a global culture.
- **Local vs. Global Fashion:** In regions like Ilorin, there may be a tension between traditional dressing practices (such as the wearing of locally inspired attire, like the agbada or boubou) and global fashion trends (such as jeans, t-shirts, and hoodies). Foreign television shows often showcase a modern and sometimes casual style of dressing, which contrasts with traditional or conservative cultural values.

4. Media Influence

Media influence refers to the ability of media, including foreign television programs, to shape individuals' thoughts, behaviors, attitudes, and perceptions. Media has a significant impact on teenagers' choices, particularly in relation to fashion, as it provides constant exposure to a wide range of styles and trends.

- **Visual Impact:** Television programs and media in general have a strong visual component, making fashion a primary element of their influence.

Foreign TV characters are often depicted wearing trendy, stylish, and sometimes extravagant clothing, which can lead teenagers to adopt similar looks in an effort to emulate these characters.

- **Cultural Transmission:** Media serves as a vehicle for the transmission of cultural values. Foreign television programs often carry with them the values, norms, and trends of the culture from which they originate. Teenagers in Ilorin who are exposed to Western media might see clothing styles from those cultures as more modern, fashionable, or "cool," which can influence their dressing choices.
- **Cultural Adaptation:** Through media consumption, teenagers might blend local traditions with foreign influences, creating hybrid styles that reflect both global fashion and local sensibilities. For instance, a teenager might wear a Western-style graphic t-shirt with traditional Nigerian beads or accessories.

5. Fashion Trends

Fashion trends refer to the popular styles of clothing and accessories that are widely adopted by a significant group of people at a particular point in time. These trends are often shaped by influencers such as celebrities, television characters, and media personalities. Foreign television programs are one of the key vehicles through which fashion trends are transmitted to global audiences, including teenagers in Ilorin.

- **Trend Adoption:** When teenagers see characters from foreign television shows wearing specific clothing, they may view these clothes as fashionable and may be motivated to adopt similar styles. For example, shows like

Euphoria, *Gossip Girl*, or *Riverdale* might introduce teenagers to contemporary fashion styles that they then replicate.

- **Celebrity Culture and Iconic Styles:** Many teenagers follow celebrities from foreign TV shows and movies, and these celebrities' fashion choices can have a significant impact on what teenagers wear. Fashion choices by stars are often seen as aspirational, leading teenagers to emulate their looks.

6. Cultural Hybridization

Cultural hybridization refers to the process by which cultures blend and borrow from one another, creating new, mixed cultural forms. This concept is particularly relevant in a globalized world where teenagers in Ilorin are exposed to foreign TV programs and, in turn, incorporate aspects of Western fashion into their traditional clothing practices.

- **Fusion of Local and Foreign Styles:** Teenagers might adapt foreign fashion trends to suit local tastes or cultural values. For example, they might wear jeans or Western-style jackets but pair them with traditional Nigerian fabrics like Ankara or Aso Ebi, thus creating a hybrid look that reflects both global influence and local cultural pride.

A **conceptual review** of the influence of foreign television programs on teenagers' dressing habits in Ilorin reveals the interplay of multiple factors including media exposure, identity formation, cultural norms, and fashion trends. By understanding the key concepts of foreign television programs, teenagers, dressing habits, and media influence, it becomes evident that foreign media significantly shapes how teenagers dress, while also being filtered through local cultural values. This conceptual framework highlights the complexity of media's

influence and the ways in which it interacts with both global and local factors in shaping fashion choices among teenagers in Ilorin.

2.2 Theoretical Framework

A theoretical review of the influence of foreign television programs on shaping teenagers' dressing habits in Ilorin can draw on several key theoretical frameworks from media studies, cultural studies, and sociology. Below are some of the most relevant theories that can help explain this influence:

1. Cultivation Theory (George Gerbner)

Cultivation theory, developed by George Gerbner in the 1960s, posits that long-term exposure to media content can shape viewers' perceptions of reality, influencing their attitudes and behaviors. In the context of foreign television programs, teenagers who regularly watch shows featuring Western fashion trends may begin to internalize these trends as the "norm," influencing their personal style. Over time, they may develop a preference for clothing styles seen in these programs, perceiving them as aspirational or fashionable, despite the differences in cultural context.

- **Relevance to Dressing Habits:** Teenagers in Ilorin who are exposed to foreign media, particularly television programs, may start to perceive Western clothing styles as more desirable, ultimately affecting their dressing habits over time. As a result, their understanding of what is considered fashionable or stylish may shift toward global trends, even if these styles are different from traditional attire.

2. Social Learning Theory (Albert Bandura)

Social learning theory suggests that people learn behaviors by observing and imitating others, particularly those they admire or consider role models. Television characters and celebrities are often seen as role models by teenagers, who may mimic their behaviors, including fashion choices. In this case, teenagers in Ilorin may watch foreign television programs and imitate the dressing habits of their favorite characters or stars.

- **Relevance to Dressing Habits:** Teenagers may directly adopt the clothing styles they see on foreign TV shows, especially if they view these characters as "cool," "successful," or "popular." As such, social learning theory emphasizes the role of media figures in shaping the dressing preferences of teenagers in Ilorin.

3. Uses and Gratifications Theory (Elihu Katz, Jay Blumler, Michael Gurevitch)

Uses and gratifications theory focuses on how individuals actively seek out media content to fulfill specific needs or desires. Teenagers in Ilorin may watch foreign television programs to fulfill various needs, including entertainment, social interaction, or identity formation. Fashion can be an important component of how individuals express themselves and build their identities, particularly for teenagers who are navigating self-expression and peer relationships.

- **Relevance to Dressing Habits:** Teenagers might gravitate toward foreign TV shows not just for entertainment, but also because these shows provide a platform for them to explore different identities through clothing choices.

If teenagers find that dressing in a particular way enhances their sense of belonging or social acceptance, they may be more inclined to adopt those fashion trends in real life.

4. Cultural Imperialism Theory (Herbert Schiller)

Cultural imperialism theory argues that the dominance of Western media and culture, especially through television programs, leads to the imposition of Western values and lifestyles on other cultures. This is especially relevant in the context of teenagers in Ilorin, who may be exposed to a heavy dose of Western fashion trends through television. The theory suggests that this cultural dominance can lead to the erosion of local cultural practices and the adoption of foreign norms, especially when young people are seeking to modernize or keep up with global trends.

- **Relevance to Dressing Habits:** The influence of foreign TV programs may lead teenagers to adopt Western styles, potentially diminishing the prevalence and importance of traditional dress. Teenagers may see traditional clothing as outdated or less fashionable compared to the Western styles they see on TV, thus shifting their dressing habits towards global trends.

These theoretical perspectives provide valuable insights into how foreign television programs can influence the dressing habits of teenagers in Ilorin. By combining aspects of cultivation, social learning, cultural imperialism, identity theory, and others, we can better understand the complex interplay of media exposure, cultural values, and individual choice in shaping teenagers' fashion decisions. The global influence of foreign TV programs can create both

opportunities for self-expression and potential conflicts with traditional norms, making this an important area of study in understanding the cultural dynamics of youth fashion.

2.3 Empirical Review

Several empirical studies have been conducted to investigate the influence of foreign media content on youth behavior and fashion sense across different regions, including Nigeria. These studies provide insight into the relationship between television exposure and changes in dressing styles among teenagers.

Olayinka (2021) conducted a study on the effect of foreign television programmes on Nigerian youths in Lagos State. The findings revealed a strong correlation between prolonged exposure to foreign television content and the adoption of Western-style dressing, especially among teenagers. The study concluded that foreign media shapes not only dressing styles but also general lifestyle and values of adolescents.

Nwachukwu and Uchenna (2019) carried out a research on media influence and youth dressing patterns in Enugu. Their results showed that over 65% of respondents admitted that their mode of dressing was influenced by foreign TV shows, particularly American music videos, movies, and fashion channels. The researchers emphasized the role of satellite television and the internet in increasing access to such content.

Adebayo (2020) examined how global fashion trends shown on TV affect secondary school students in Oyo State. The study employed a mixed-methods approach and discovered that students regularly mimic celebrities' appearances, with popular culture figures like musicians and actors being the most influential. The study further indicated that this influence often leads to neglect of traditional and cultural dress codes.

Ibrahim (2021) conducted a comparative study between private and public school students in Ilorin to assess the extent of media influence on clothing choices. The research highlighted that private school students are more exposed to international content through cable networks and social media, which significantly shaped their fashion preferences. Meanwhile, public school students were influenced to a lesser extent, possibly due to less access to foreign TV content.

Afolabi and Adeyemi (2022) explored media exposure and teenage fashion preferences in Southwestern Nigeria. The researchers found that foreign television programmes have normalized certain dressing styles among teenagers, including ripped jeans, crop tops, and flashy accessories. The study noted that such styles are sometimes at odds with cultural and religious expectations in Nigerian society.

In summary, empirical evidence from various studies suggests a consistent pattern: teenagers who frequently watch foreign television programmes are more likely to adopt the dressing styles portrayed in those shows. These findings underscore the importance of understanding media influence as a major driver of fashion trends among adolescents, particularly in urban centers like Ilorin.

2.4 Research Gaps

The research studies reviewed suggest that foreign television programs have a significant impact on shaping teenagers' fashion choices, particularly in terms of introducing new styles and trends. However, the interaction between global fashion and local cultural values complicates the picture. Teenagers in Ilorin, like other youth globally, may adopt foreign styles but do so in ways that incorporate local traditions or religious expectations. Social influences, peer pressure, and social media also contribute to how fashion trends are adopted or resisted.

Research Gaps:

- There is a lack of specific studies focused solely on the city of Ilorin, especially regarding how local cultural, religious, and social norms influence teenagers' adoption of foreign fashion trends.
- Further research is needed to explore gender-specific fashion influences in the context of Ilorin and how Islamic values impact clothing choices in the digital media age.

- Investigating the role of social media and how it intersects with traditional TV programs in influencing youth fashion habits would provide a more holistic understanding of media's impact.

In conclusion, existing research underscores the significant influence of foreign television on shaping teenagers' dressing habits, but it also highlights the complex negotiation between global media exposure and local cultural practices, which merits deeper exploration in the context of Ilorin.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter concentrates on the methodological procedures to be adopted in conducting this study. It consists of research design, research method used, Population, Sampling size, Sampling techniques, instrument or data collected, validity and reliability test, data collection data analysis method.

3.2 Research Design

The method used to accomplish the objective of this research work is descriptive method which is set together integration analysis summarized and defines particular purpose of this research work. The research was designed in such a way that information obtained in the case of the study was through the use of primary data, questionnaire method was employed which the respondent were asked simple questions and their responses was noted in preparing the chapter four.

3.3 Research Method

The questionnaire method was employed as the primary tool for data collection in this qualitative study. This method was chosen to allow for in-depth engagement with respondents and to capture their perspectives in their own words. Simple and clear questions were asked in the questionnaire, enabling respondents to express their opinions freely.

3.4 Population Of Thee Study

The Population refer to animate or inanimate thing which the study is forced. It could be class, libraries, town, local government areas, states, nation or person. The researcher is interested in getting information from the study.

In this study, the population used Federal government college with 924 student and baboko secondary school with the population of 471 students and that is a total of 1395.

3.5 Sample Size

This study adopted a purposive sampling technique, which involves selecting respondents based on specific characteristics relevant to the research objectives. The technique was deemed appropriate because the study focuses on a particular group—residents of Ilorin.

A total sample size of 1395 respondents was selected for this study. This sample comprises both student from FGC and Baboko secondary school. Tairo Yamani Sampling method was therefore used to determine the sample size. The Formula is given thus:

$$n =$$

Where,

n=sample sizes

N=population of the study

e=tolerable error (5%)

$$n =$$

Thus the sample size used for this study is 310.

3.6 Sampling Procedure

The overall selected population proportion for this research work is three hundred and ten (310). Consequently, questionnaire will be administered to the respondents respectively for each for their view and idea, so students specifically from FGC and baboko in ilorin will be useful for further responses towards achieving the research design or objective.

3.7 Research Instrumentation

For the purpose of this study, primary sources of data will be used. The instruments to be used include questionnaires and personal interview on the research work. The questionnaires will be used to test the degree respondent's answer, while the personal interview will help to get the overall view of the respondents.

3.8 Data Collection Procedure

Data collected is going to be used to arrange and present in tables and analyzed in sample percentage format for easy comprehensive while reference response will also be tabulate during the testing of hypothesis. Questionnaire is going to be used to gather the basic facts about the researchers.

3.9 Data Analysis

In analyzing the data collected, sample, personal analysis will be used in order to determine the influence of social media in sensitizing the public on economic and financial crimes.

In analyzing the data collected through our questionnaire, simple percentage table and cross tabulation will be used in the course of this research and conclusion of the findings will follow. This is one of the most adopted method of data analysis employed by many researchers.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents and analyzes the data collected from 310 respondents through the use of a structured questionnaire. The analysis is arranged into sections based on the research questions and objectives. Data are presented using frequency tables and percentages for clarity and interpretation.

4.1 Demographic Data of Respondents

Table 4.1: Age Distribution of Respondents

Age Range	Frequency	Percentage (%)
13–15 years	95	30.6%
16–18 years	150	48.4%
19 years & above	65	21.0%
Total	310	100%

Source: FIELD WORK, 2025

Interpretation: Majority of the respondents (48.4%) fall within the age range of 16–18 years, which confirms the study’s focus on teenagers.

Table 4.2: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	145	46.8%
Female	165	53.2%
Total	310	100%

Source: FIELD WORK, 2025

Table 4.3: Religion of Respondents

Religion	Frequency	Percentage (%)
Muslim	180	58.1%
Christian	130	41.9%
Total	310	100%

Source: FIELD WORK, 2025

Table 4.4: Education Level of Respondents

Educational Level	Frequency	Percentage (%)
JSS1 – JSS3	130	41.9%
SS1 – SS3	180	58.1%
Total	310	100%

Source: FIELD WORK, 2025

The demographic profile of the respondents provides critical insights into the characteristics of the teenage population sampled in Ilorin West. A total of 310 respondents participated in the study, comprising students from Federal Government College and Baboko Secondary School. The **age distribution** shows

that a significant proportion of the respondents (48.4%) fall within the 16–18 years category, followed by 30.6% within the 13–15 years range, and 21.0% aged 19 years and above. This confirms that the majority of participants are teenagers, which validates the focus and relevance of the study on adolescent dressing behavior and media influence. In terms of **gender**, the data indicates a slightly higher number of female respondents (53.2%) compared to male respondents (46.8%). This gender balance suggests that both male and female perspectives are well represented, with a slightly greater input from female teenagers, who are often more susceptible to trends in fashion and appearance-related media content.

Regarding **religious affiliation**, 58.1% of the respondents identified as Muslims, while 41.9% identified as Christians. This distribution reflects the predominant religious composition of the Ilorin West area and may play a role in shaping cultural expectations and norms related to dressing and modesty, which are relevant variables in the interpretation of the influence of foreign television programmes.

The **educational level** of respondents further strengthens the focus of the research. A majority (58.1%) were students in senior secondary school (SS1–SS3), while 41.9% were in junior secondary school (JSS1–JSS3). Senior secondary school students are typically more exposed to various media content and more likely to exhibit independent decision-making in areas such as fashion and personal appearance. This makes their inclusion particularly relevant to the study’s objectives. In summary, the demographic data reveal that the study successfully captured a diverse yet relevant teenage population in Ilorin West, providing a balanced view across age, gender, religion, and education. This diversity ensures that the findings of the study are reflective of the broader teenage community in the area and provide a reliable basis for understanding the impact of foreign television programmes on their dressing habits.

4.2 Responses to Research Questions

Table 4.5: Satellite TV Platforms Most Frequently Watched

Platform	Frequency	Percentage (%)
StarTimes	40	12.9%
DStv	120	38.7%

GOTv	95	30.6%
Free-to-air	35	11.3%
Others	20	6.5%
Total	310	100%

Source: FIELD WORK, 2025

Table 4.6: Purpose for Watching Television Programmes

Purpose	Frequency	Percentage (%)
Educational	115	37.1%
For Fun/Entertainment	195	62.9%
Total	310	100%

Source: FIELD WORK, 2025

Table 4.7: Preferred Entertainment Programmes

Programme	Frequency	Percentage (%)
Big Brother Africa	60	19.4%
Telemundo	95	30.6%
Zee World	70	22.6%
Shuga	50	16.1%
Things Fall Apart	35	11.3%
Total	310	100%

Source: FIELD WORK, 2025

Table 4.8: Length of Time Watching Television

Duration	Frequency	Percentage (%)
Less than a year	20	6.5%
One year	60	19.4%
Two years	75	24.2%
Five years	80	25.8%
Over five years	75	24.2%
Total	310	100%

Source: FIELD WORK, 2025

The findings indicate that the majority of the respondents have high exposure to foreign television content. Most of the students reported regular access to satellite TV platforms such as DStv (38.7%) and GOtv (30.6%), which are known for broadcasting international programmes, including Telemundo, Zee World, and MTV Base. Furthermore, a large number of respondents (over 50%) reported that they have been watching television programmes consistently for two years or more, with 25.8% having watched for over five years.

The analysis reveals that television is not only frequently accessed but also consumed predominantly for entertainment purposes. Approximately 62.9% of respondents indicated that they watch television primarily for fun rather than for educational purposes. In terms of preferred programmes, 30.6% watch Telemundo regularly, while 22.6% prefer Zee World, and 19.4% follow Big Brother Africa. These programmes are all foreign and known for their glamorization of Western lifestyle and fashion.

The analysis indicates that teenagers are drawn to the appealing fashion styles showcased in foreign TV shows. Many respondents noted their interest in outfits worn by actors and celebrities featured on channels such as Telemundo and MTV Base. The attraction includes flashy clothing, modern cuts, bold accessories, trendy hairstyles, and overall appearance. This attraction is fueled by the

perceived glamour, modernity, and popularity associated with these dressing styles.

The data reveals that most teenagers perceive the dressing styles presented in foreign programmes as modern, fashionable, and desirable. A combined 80.7% of respondents either agreed or strongly agreed that television influences their dressing habits. This perception is also linked to a belief that such dressing reflects social status, confidence, and trendiness.

The responses affirm that foreign television programmes have a significant influence on teenagers' dressing habits. As earlier highlighted, more than 80% of respondents acknowledged that their clothing choices have been influenced by what they see on TV. The characters and celebrities on international programmes often serve as role models for teenagers, who attempt to imitate their style of dressing, body language, and overall appearance.

4.3 Attitudinal Responses

Table 4.9: "Television programmes influence teenagers' dressing habits."

Response	Frequency	Percentage (%)
Strongly Agree	140	45.2%
Agree	110	35.5%
Disagree	35	11.3%
Strongly Disagree	25	8.0%
Total	310	100%

Source: FIELD WORK, 2025

Table 4.10: "Some television programmes are not ideal for teenagers."

Response	Frequency	Percentage (%)
Strongly Agree	130	41.9%

Agree	120	38.7%
Disagree	40	12.9%
Strongly Disagree	20	6.5%
Total	310	100%

Source: FIELD WORK, 2025

Table 4.11: "TV stations should provide more educative content for teenagers."

Response	Frequency	Percentage (%)
Strongly Agree	160	51.6%
Agree	100	32.3%
Disagree	30	9.7%
Strongly Disagree	20	6.5%
Total	310	100%

Source: FIELD WORK, 2025

4.4 Discussion of Findings

The analysis of responses reveals that:

- Teenagers in Ilorin West are highly exposed to foreign television content, especially through DStv and GOtv.
- The most watched entertainment programmes are foreign in origin and tend to emphasize Western-style dressing.
- A significant portion of the respondents agree that these programmes affect how teenagers dress.
- There is a strong call from respondents for more educative content on TV aimed at young viewers.

- The level of influence suggests a connection between the content consumed and the evolving fashion trends among youths in Ilorin West.

These findings support the research hypothesis that **foreign television programmes influence the dressing habits of teenagers**, and emphasize the importance of media regulation and educational programming.

CHAPTER FIVE

5.1 Summary of Findings

This study investigated the influence of foreign television programmes on the dressing habits of teenagers in Ilorin West. The research was motivated by the growing concern over the erosion of traditional Nigerian values, especially among teenagers, due to exposure to foreign media content. Using a descriptive survey method, data were gathered from teenage students in Federal Government College and Baboko Secondary School through the use of questionnaires.

Key findings from the study include:

1. **High Exposure to Foreign Television Programmes:** Majority of the teenage respondents indicated that they are regularly exposed to foreign television channels such as Telemundo, Zee World, and Supersports through cable platforms like DSTV, GOtv, and Startimes.
2. **High Consumption Level:** The study revealed that most teenagers spend between 1–5 hours daily watching foreign TV programmes, which increases their level of influence and imitation.
3. **Attraction to Foreign Fashion Trends:** Teenagers are attracted to the modern, trendy, and often provocative dressing styles portrayed in these programmes. This includes ripped jeans, crop tops, flashy accessories, and sagging trousers.
4. **Perception of Foreign Dressing Styles:** Respondents perceived foreign dressing as stylish, modern, and socially acceptable, often preferring them over traditional attire.

5. **Impact on Dressing Habits:** The study established that foreign television programmes significantly influence the dressing choices of teenagers in Ilorin West, with many choosing to imitate the clothing styles of their favourite characters and celebrities.

5.2 Conclusions

From the findings of the research, it is evident that foreign television programmes have a notable impact on the dressing habits of teenagers in Ilorin West. The constant exposure to Western content promotes the adoption of foreign fashion, often at the expense of indigenous cultural attire. This shift in dressing preference can be attributed to the aspirational lifestyles depicted in foreign media, which many teenagers attempt to emulate as a form of self-expression and identity formation.

While media plays a powerful role in shaping societal norms, the uncontrolled consumption of foreign content without adequate media literacy may lead to cultural erosion and the decline of traditional values among the youth.

5.3 Limitations of the Study

Although this study achieved its objectives, it faced a few limitations:

- **Sample Size Constraint:** The sample was limited to only two secondary schools, which may not fully represent all teenagers in Ilorin West.
- **Self-Report Bias:** Responses were based on self-reporting by students, which may not always be accurate.

- **Time and Resources:** Limited time and resources constrained the depth of data collection and analysis.

5.4 Recommendations

Based on the research findings, the following recommendations are made:

1. **Media Literacy Education:** Schools should introduce media literacy programmes to help students critically engage with television content and understand the cultural implications of what they watch.
2. **Parental Guidance:** Parents should monitor and guide their children's media consumption, encouraging a balance between entertainment and cultural awareness.
3. **Promotion of Indigenous Fashion:** Government and stakeholders should promote local fashion through TV programmes, school campaigns, and youth-focused fashion shows to preserve cultural heritage.
4. **Censorship and Regulation:** Media regulatory bodies like the National Broadcasting Commission (NBC) should ensure that content broadcast to young audiences aligns with acceptable moral and cultural values.
5. **Role Models and Mentorship:** Public figures, especially in the entertainment and education sectors, should serve as positive role models by promoting decent dressing and cultural pride.
6. Here is a sample **APA-formatted reference list** for your project titled *"Influence of Foreign Television Programmes in Shaping Teenagers' Dressing Habits in Ilorin West"*. The list includes both your cited works and some common sources based on your literature review and theoretical framework:

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QUESTIONNAIRE

Kwara State Polytechnic,

Department of Mass Communication

P.M.B 1375, Ilorin, Nigeria.

Dear Respondent,

I am a student of the Department of Mass Communication, Kwara State Polytechnic carrying out a research on "INFLUENCE OF FOREIGN TELEVISION WEST. This questionnaire is designed as a research tool purely for academic purposes; therefore, it will be highly appreciated if you objectively answer the PROGRAMMES IN SHAPING TEENAGERS DRESSING HABITS IN ILORIN questions in the questionnaire.

INSTRUCTION: please tick (✓) the answer you consider appropriate. The questionnaire will be in three parts, section A,B,C.

Section A

1. Which of the following Satellite dish do you

Often watch ?

- Star times ()
- Dstv ()
- Gotv ()
- Free-to-air satellite/ Channel ()

- Others ()

2. Do you watch television Programmes For educational Purposes or for Fun?

- Educational purposes ()
- For Fun ()

3. Which of these programmes do you often watch for Fun

- Big brother Africa ()
- Telemundo ()
- Zee World ()
- Things Fall apart ()
- Shuga ()

4. which of these television programmes do you often Watch for educational purposes ?

- NTA program 'Tales by moonlight' ()
- Mudi goes to School on silver bird ()
- Kiddies Corner ()
- Home Schooling ()
- others ()

5. How long have you been watching television Programmes ?

- Less than a year ()

- A year ()
- Two years ()
- Five Years ()
- Over Five years ()

Section B : Attitudinal question

6. Television programs can be used to pass educative information ?

Strongly disagree () Disagree () Agree () Strongly agree ()

7. Some television programmes can not be ideal to watch

Strongly disagree () Disagree () Agree () Strongly agree ()

8. Television Programmes influence teenagers dressing habits

Strongly disagree () Disagree () Agree () Strongly agree ()

9. Mtv base, Trace, Shanty town, mc is example of Tv Programmes that are improper for teenagers to watch.

Strongly disagree () Disagree () Agree () Strongly agree ()

10. Television Programmes Should often air educative programmes and have air-time for teenagers to watch.

Strongly disagree () Disagree () Agree () Strongly agree ()

11. Television Programmes benefits teenagers.

Strongly disagree () Disagree () Agree () Strongly agree ()

Section C

Personal Data

12. Age

(A) 13-15yrs () (B) 16-18yrs () (C) (C) & above ()

13. Sex

(A) Male () (B) Female ()

14. Religion

(A) Muslim () (B) Christian ()

15. Education Level

(A) JSS1 - JSS3 () (B) SS1 - SS3 ()